

INVESTING IN ART!

THE POWER OF ART

Museums as well as private and corporate collectors worldwide, have made collecting art over the past two centuries, one of the most financially rewarding and culturally enjoyable businesses of all time.

Why has collecting art become a multi-billion dollar business? Ever since the earliest civilizations the *visual arts* - all of the imagery and techniques available to the artist - have documented and visualized the history of mankind, thereby becoming one unique and continuous river of human creative knowledge that runs from our earliest beginnings to our actual experiences. The arts embody that which makes us essentially human: *Intelligent creativity*, that eternal and infinite spark of divinity within us that can even immortalize our existence through the visual power to reproduce both our inner and outer worlds.

This is why museums, corporations and individuals alike collect, conserve and show valuable art. In doing so, the collector links himself to mankind's history (thus becoming a little immortal himself) as well as to infinite creativity (thus heightening his own creative potential and awareness).

Collecting art in Aruba

Investment in art starts with collecting. In our young and small community, collecting and showing art has been practiced only since recent times. At first started by a few private collectors, soon cultural foundations, museums, government departments, banks, companies and resort hotels followed suit and are now creating their own art collections, which vary between 25 and 30 in total on the island.

When collecting art, the two main aspects are *esthetics* (taste) and *economics* (available budget). A collector should always buy the art he loves for its esthetic and qualitative merits. Individual collectors here start with small, affordable works and gradually build up their collections. Local company and resort collections, with a few exceptions, are often determined by the office wall space to be filled up. Available budget is important, but personal preference should always be the decisive factor.

is largely based on. However, as with all other investment, quality is crucial. People are willing to pay good money for quality cars and furniture for example, yet at the same time hang poor quality and mediocre artworks on their walls for lack of information and insight into what constitutes good art. Collectors should be aware of the fact that there is poor quality art being produced locally and sold off as fine art for lack of objective, professional art criticism on Aruba (read "Conformismo cu Mediocridad", by Paul Croes, Florin 8/February 2008). Art

is being commercialized rapidly and more than often sellers favor a quick deal instead of selecting quality art from professional artists and carefully coaching new buyers in the process of collecting.

One's true personality, education and culture is reflected by what is hung on our walls

Do your art works reflect your personal or company quality standards for investment? It's time we opened our eyes and take a fresh, critical look at the art that surrounds us. We will elaborate on the ins and outs of investing in quality art in the next issue of Florin. 



Invest in quality art

Another main issue is collecting art as *economic investment*. Knowledge of artist's careers, artistic quality and art historical insight combined with careful collecting will build up a body of work that guarantees at least a substantial return on investment in the future. Example: One renowned local artist's work, bought for Afl. 300,- fifteen years ago, will today sell for Afl. 4300,- easily. Good art is known to have huge investment potential, and this is what the market

**Stan Kuiperi is an Aruban Arts Education teacher, visual artist and arts project developer. He lived and studied in Aruba, Puerto Rico, the USA, the Netherlands and France, and holds a Master in Art Education degree from the Netherlands (1981, Sticusa Scholarship).*

An established visual artist, he has exhibited his paintings in more than 50 international and local shows, including four international Art Biennials. His work is to be found in many private and corporate art collections and publications. Stan Kuiperi has been teaching Art Education full time at the Aruba Pedagogical Institute for nearly two decades. He consults and presents lectures related to the visual arts and creativity, and is co-founder and project developer for the Aruba International Arts Foundation, one of Aruba's leading organizers of international art projects in the educational field. (www.stankuiperi.com)